

Influence of modern Russian-Chinese relations on shaping of V.V. Putin's public image in China

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Abstract

© Serials Publications. The relevance of the problem researched is as follows: the president is not only the face of the nation but when appearing on the political arena, he forms the image of his country, which is extremely important within the framework of interstate relations and intercultural communication. The present paper aims to give a detailed analysis of interconnection between the personality of the president of Russian Federation and the image of our state in China as well as the influence of present day Russian - Chinese relations on shaping of V.V. Putin's public image in China. The leading approaches to the study of this problem have become: descriptive method, analytical method; comparative - correlating and comparative-historical methods, which allowed us to fully disclose and analyze not only external but also internal factors of shaping the image of the head of state. On the basis of numerous ratings and surveys, the main aspects of Russian-Chinese cooperation in various fields, as well as the use of the original Chinese-language sources, the present work has focused on comprehensive analysis of the gradual change in the image of the Russian president raising his rating on the territory of China. The paper may be useful to specialists involved in the study of international relations, history and politics of Russia and China, researchers and professors of Arts (Humanities).

Keywords

President's public image, Public image, Public image of Russia, Russian-Chinese relations, V.V. Putin